the colegian independent voice for kansas state university





vol.118 No. 98

kstatecollegian.com



Tomorrow: High: 31°F Low: 15°F



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Elev-haters
The battle of the Hale elevator continues in today's Fourum

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Hugs for Huggie Bear? Bob Huggins receives warm welcome in return to Manhattan

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Show me the money Careers in engineering dominate list of top 10 highest-paying jobs

SGA debate highlights candidate platforms



Paker Robb | Collegian

Student body vice presidential candidate Ariel Mendiola (second from left) answers questions from the audience about he and student body presidential candidate Kyle Nuss' campaign platforms as other candidates look on during the debate held in the K-State Student Union Courtyard on Tuesday afternoon.

Sean Frye

The first debate between the three candidates for student body president took place Tuesday afternoon, as Kyle Nuss, Eli Schooley and Blair Wilen each took to the microphone with their running mates to talk about their plat-

The debate was put on by the SGA and was held in the K-State Student Union Courtyard. Sue Peterson, director of governmental relations at K-State, moderated the debate, asking the candidates questions they had not previously seen. This was the first of two debates prior to the primary elections on Feb. 26 and 27, and this lunch-hour event gave voters the chance to evaluate the candidates and the issues they stand for.

"It was kind of a get-to-know-you, and they would introduce themselves," Peterson said. "We wanted to ask questions that would attract the biggest group of students and would probably address the students' issues."

One of the biggest issues Nuss, senior in architectural engineering, and his running mate Ariel Mendiola, junior in sociology, promoted during the debate was the further development of the multicultural aspects of K-State. Specifically, when asked about the K-State 2025 plan they indicated that they want to change Holtz Hall into a multicultural center.

"[Multicultural students] bring a lot to this campus, just culturally- wise," Nuss said after the debate. "Ifeel having been in student government for the last three years, I know that there are some areas where SGA doesn't represent the student body as well as it could."

For Schooley, senior in political science, a big platform that he and his vice-presidential candidate, Jake Unruh, junior in finance, promoted was the campus-wide establishment of a mentorship program.

Currently, there is a mentorship program in the College of Business Administration where students are paired with professionals in the community to help them find a job or an internship when their academic life comes to an end. Schooley would like to see that program implemented across the entire university.

"The idea is that we want to expand that idea campuswide," Schooley said. "We feel like there is no major where it wouldn't be helpful to have a connection to the real world to get that job."

As for Wilen, junior in marketing, and his running mate Brandon Painter, junior in marketing and entrepreneurship, the biggest issue hit on during the debate was the creation of a farmer's market on campus for students.

According to Wilen's and Painter's comments during the debate, the concept of a farmer's market on campus has been tried before, but not marketed well enough to students. According to the pair, both marketing majors, they could do well in successfully implementing one outside the Student Union.

"K-State was basically founded on

an agricultural premise," Wilen said. "We have Aggievile for a reason. So it's important to keep our culture. For those students, putting together a farmer's market and having that community outreach keeps that tradition and culture"

Overall, many students felt like the debate gave them a good first look at the candidates before they head to the polls for the primary elections next

"I thought the debate went really well. The candidates had a lot to say about enhancing our school experience, and I'm excited to see who wins," said Luis Sanchez, freshman in marketing.

The next debate featuring all three candidates will be Thursday at 5:30 p.m. in the Union Courtyard. This debate is being put on by the Strengths

Advocates group on campus.

"We got in front of people today, and we were actually able to deliberate and talk," Painter said. "Thursday night will definitely be a lot smoother."

Pulitzer Prize winning playwright speaks about self, work

Jakki Thompson

Sponsored by K-State's Ebony Theatre, playwright Suzan-Lori Parks, who became the first African-American woman to receive a Pulitzer Prize in Drama for her 2002 play "Topdog/Underdog," spoke Tuesday night in Forum Hall in observance of Black History Month.

Parks set up her presentation by telling the story of her life to convey lessons. She made many points, such as "entertaining all of your far-out ideas," explaining how she continued to follow her dream of being a writer, not a chemist or a pianist. When speaking about her Pulitzer, she stressed the importance of recognizing the contribution of people that came before her.

"I think it was important for everyone in the audience to be able to interact with a black pioneer," said Angelica McKinnis, historian for Ebony Theatre and senior in fine arts. "She was both a pioneer for African-American culture, as well as for theatre, being the first African-American female to win the Pulitzer. It's important for me as an African-American woman to hear what she has to say."

Nashon Ruffin, senior in theatre and member of Ebony Theatre, said she was proud of the group's role in putting the event

on.

"Through her artistic talent, she advocates diversity through the way of the stage," Ruffin said of Parks. "I mean, she writes about political issues, cultural issues, economic issues, just everything."

Adrianne Russel, coordinator for public programs and events at the Beach Museum of Art, said she was impressed with Parks' interdisciplinary skills.

"She spoke about writing novels and writing plays and directing," Russel said. "She told us not to just be in a box, but rather do whatever and be whatever. She advocated being what we are and being open to that."

Parks concluded her speech with a question-and-answer session. She said the quality of the questions she gets is how she rates her performance, and called the questions she was asked Tuesday night "great and diverse."

Alex Gaines, vice president fo Ebony Theatre and sophomore in theatre, said Parks was patient with the question-and-answer part, as it ran longer than planned.

"[Parks] spoke about how being an artist isn't about being cool, it's about being," Gaines said. "I really pulled from that because instead of being how her friends wanted to be, she found herself. They were being and now she is being and by that, she is being herself. That was incredibly powerful for me."



Hannah Hunsinger | Collegian

Suzan-Lori Parks explains how a professor suggested she become a playwright after she would enthusiastically read her short stories aloud in class. Parks is now a renowned playwright and the first African-American woman to win the Pulitzer Prize in Drama, which she received for the 2002 play "Topdog/Underdog." Parks spoke to the audience about a plethora of topics, from writing to directing to how she got where is

Lecturer encourages community activism

Darrington Clark managing editor

The sound of dried rice and beans swishing into plastic bags filled the air of the K-State Union Grand Ballroom Tuesday night as nearly 50 volunteers packaged food to be sent to the Flint Hills Breadbasket. Their efforts answered the question posed by hunger relief organization leader Rick McNary, who asked a crowd of students and citizens "What can you do?" while speaking for the Lou Douglas Lecture Series.

"These packaging events are great ways to get involved," McNary said. "But students can also become more aware and then engage."

McNary, a Kansas resident, spoke to the crowd of students, faculty and community members about the "Three Keys to Solving Global Hunger." McNary told the audience that education, enablement and engagement were the necessary steps to turn the tide in an increasingly bleak world hunger situation.

"There are currently 925 million people starving in the world, and 25,000 die each day from hunger," McNary said. "That means it would take two days for the entire city of Manhattan to be gone."

In addition to educating the audience about the global predicament, McNary encouraged them to start at the local level. This prompted the volunteers to package food after the speech, preparing 5,000 meals in an analysis.

"There's power in a community," McNary said. "We are setting a standard here."

Erica Gonzales, sophomore in business marketing and entrepreneurship, found the facts presented by McNary astonishing

"I knew it was a big problem, but I didn't know it was that big of a problem," Gonzales said. "Just the numbers amaze me."

As a global presence in hunger relief, McNary travels to several areas of Africa to distribute food and education. McNary and his wife founded Numana, a nonprofit organization that quickly generated over 20 million meals for the Salvation Army to aid Haiti's recovery after the 2010 earthquake. On his first international trip as a pastor, he met a little girl who begged him to feed her. McNary was inspired to devote his life to aiding hunger efforts.

"In my first brush with poverty, I experienced it with all five of my senses," McNary said. "Hunger isn't just a humanitarian issue for them, it's a national

security issue for us."

McNary went on to say that governmental policies truly controlled the hunger situation in each country. Lack of food leads to riots, a concern not only for third-world countries, but for America as well.

"A drought is caused by nature. A famine is caused by government," McNary said.

For those reasons, McNary spoke on educating the public about the issue, enabling them to do something important and engaging them to continue in efforts to aid hunger locally and globally.

"People really do care, but they want to do something that matters," McNary said. "Often it's said at these events, 'I've never had so much fun doing something so good."

McNary's Lou Douglas Lecture was one of many activities he participated in while at K-State on Tuesday. The Kansas

LECTURE | pg. 7









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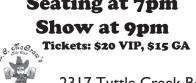
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the collegian

I can make my smiley faces the way I want. This is 'Merica!

Huggins angry.

Hey, Fourum Annoy a liberal today, work hard and be happy.

It takes strength and compassion to learn of a passing in your family and still play in a basketball game. Your K-State family loves you and is here for support, J.O.

God Bless.

Ian Huyett: Thank you for doing real research and writing quality articles. I actually learn something when I read what you've written.

I emailed ITAC last Tuesday about the Macs in the 24-hour study center. They said they'd be up by the end of last week. They are working on them today.

I only take the elevator at Hale because I work there. There is no way I'm walking all the way up to the fifth floor more than once in a single day!

Stupid autocorrect, about to send a naughty word into the Fourum, for thousands of students to see! Tsk, tsk, Apple. Tsk, tsk.

Dear elevator hater, go back to KU.

Editor's note: To submit your Fourum contribution, call or text 785-260-0207 or email the four um@kstatecollegian.com. Your email address or phone number is logged but not published.

Logan's Run | By Aaron Logan







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Letters may be rejected if they contain abusive content, lack timeliness, contain vulgarity, profanity or falsehood, promote personal and commercial announcements, repeat comments of letters printed in other issues or contain attachments.

The Collegian does not publish open letters, third-party letters or letters that have been sent to other publications or people.

CORRECTIONS

There was an error in the Feb. 19 issue.

LETTERS TO THE EDITOR

The article "Long jump duo rising to top of Big 12 Conference" was written by Adam Suderman.

If you see something that should be corrected or clarified, call managing editor Darrington Clark at 785-532-6556 or email news@kstatecollegian.com.

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All weather information courtesy of the National Weather Service. For up-to-date forecasts, visit nws.noaa.gov.

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Monday, Feb. 18

Matthew Adam Ste**venson**, of Ogden, was booked for probation violation. Bond was set at \$500.

THE BLOTTER

ARREST REPORTS

Thomas Bryan Farrell, of St. Marys, Kan., was booked for failure to appear. No bond was listed.

Craig Steven Doan, of the 2100 block of Farmingdale Court, was booked for two counts of failure to appear and driving with a canceled, suspended or revoked license. Bond was set at \$820.

Compiled by Katie Goerl

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K-State fans cheer Huggins' return to Bramlage



West Virginia Mountaineers head coach Bob Huggins returned to Manhattan on Monday for a nationally-televised matchup against K-State, his former employer. Although he hadn't set foot in Bramlage Coliseum in over five years, few Wildcat fans had forgotten about Huggins' one-season stint as K-State's head coach.

After Huggins' first year at the head of the Wildcat basketball program in 2006-07, he promptly left to take over the head coaching position at his alma mater, West

With Huggins' departure, the embattled head coach's promises of restoring K-State basketball to its former glory seemed to have been abandoned — along with the Wildcat fan base. Those in attendance for Monday's Big 12 matchup hadn't forgotten about Huggins, and they let him know it.

So it was a surprise to some that when Huggins' name was announced over the Bramlage PA prior to tipoff, it was met with a

chorus of cheers. At the time of Huggins' departure, the thought of the Morgantown, W.Va., native ever being welcomed back to Manhattan with open arms seemed about as likely as the K-State student section giving Bill Self a standing ovation before a Sunflower Show down. "Huggieville" shirts were burned statewide. The entire fan base felt as if they had just been dumped by the coach of their

But after the initial pain of ending such a promising relationship softened, acceptance and rationality started to set in. One of the "traitor's" assistants was hired to take over, some guy by the name of Frank Martin, and apparently he would be able to keep a couple of big-time recruits committed. Maybe it was worth staying on this sinking ship to see if it could stay afloat a little while

The next five years were some of the best seasons K-State basketball has ever experienced. Five straight seasons with 20-plus wins, four NCAA tournament berths, an Elite Eight appearance it was a renaissance era for Wildcat hoops. It was also, in large

part, thanks to Bob Huggins. When Huggins came to K-State

he inherited an abysmal situation. The Wildcats hadn't been to the NCAA tournament since 1996, hadn't won an NCAA tournament game since 1988 and were located about 90 miles west of one of the most successful college basketball programs in the country. It would take more than a bit of elbow grease to get this clunker

of a program running again. Huggie Bear didn't just jump-start the K-State basketball program, he gave it a complete makeover. By signing recruits as highly-coveted as Michael Beasley and Bill Walker, Huggins made a statement that the Wildcats were back to being serious players in the Big 12. Knowing future NBA draftees would soon be wearing purple and white, Nike created flashier uniforms for K-State basketball. The image of Wildcat hoops changed over

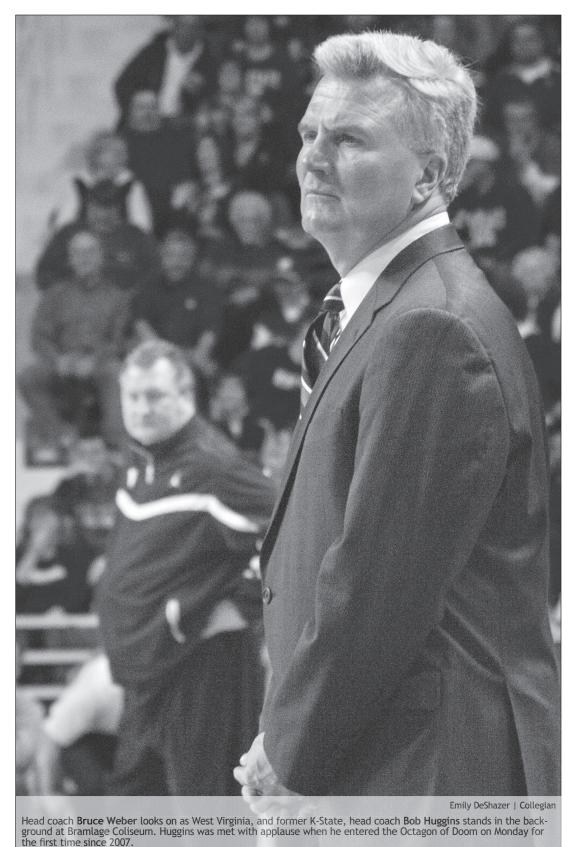
The "Fighting Huggies" finished their first and only season with a trip to the NIT. While it would usually be seen as a disappointment to miss the NCAA tournament, any fan of K-State basketball knew Huggins' first season was a success. The foundation had been laid for the program to succeed, it was just a matter of time before the results began to

Huggins may have left for West Virginia, the one job he would have left any program for, but that foundation stayed in place. Frank Martin was able to quickly find success with the situation handed down to him.

Martin continued to build off of Huggins' success because he was able to recruit to a program that suddenly had credibility again and earn consistent NCAA tournament appearances with quality players already on the roster. Without Huggins' contributions it would likely have taken Martin years before his teams could begin contending in the Big 12.

Once Martin left for South Carolina, the K-State basketball program was attractive enough to go out and hire a former Naismith Coach of the Year award-winner like Bruce Weber, who has since only added to the program's reputation. Weber, like Martin, has found instant success with the solid foundation already in place. None of this would have been possible without Huggins and his one season as K-Štate's head basketball coach.

After Bob Huggins' Mountaineers fell to Weber's Wildcats 71-61 on Monday, it wasn't the scene of contempt between K-State fans and their former coach that one might have once imagined.



planted in 2006 have flourished into, and the Wildcat faithful saw their team defeat the coach who had rejuvenated their once-stag-

Almost six years ago, K-State fans were resentful when Bob Huggins left them. As Huggins parted ways with Manhattan for a second time Monday night, they

only felt gratitude.

Donald Pepoon is a sophomore in biology. Please send comments to sports@kstatecollegian.com.

Pistorius murder investigation reflects yet another dark case in world of sports



On Tuesday, the latest chapter in one of the saddest stories worldwide was written when Oscar Pistorius, the first-ever double-amputee runner to compete at the Olympics, was formally charged with premeditated murder. The charge stems from a Valentine's Day incident where his girlfriend, Reeva Steenkamp, was shot to

death inside Pistorius' home. Pistorius maintains the shooting was an accident and says that he thought Steenkamp was actually an intruder

inside his home. However, justice must still take place, and Pistorius will certainly get his chance to prove his case in South African court, but the evidence against him is starting to add up. There are reports of a bloody cricket bat that was found at the scene. There are also rumors of steroids and evidence of alcohol abuse being present at the house.

Whatever the case may be, for the South African police to charge Pistorius with not just murder, but premeditated murder seems to indicate that they have plenty of evidence

against Pistorius.

At the same time that Pistorius was having his bail hearing today, the family of Steenkamp held her funeral. Regardless of the outcome of the case, the fact does remain that a family had to bury a loved one too soon, and that is a pain nobody should ever have to endure.

Worldwide though, this case carries a different kind of significance. Much like the revelation that Lance Armstrong cheated by using performance-enhancing drugs, the fact that Pistorius, the man who was adored by billions across the globe for having the courage to run in the Olympics despite being a double-amputee, is dismaying.

So many fans that looked up to Pistorius are now faced with the grim reality that one of their heroes in a world where courage and triumph of the human spirit is fleeting, may in fact be a cold-blooded murder. This a pain that sports fans have felt too much of

lately. Fans have recently had to deal with Armstrong, who was viewed by the world as a champion who overcame cancer to not only win seven straight Tour de France's, but use his success to raise money for cancer research. However, it turns out that Armstrong was nothing but a fraud who cheated his way to the top.

And while he did raise a huge amount of money

through the Livestrong movement for cancer research, one has to imagine that donations to his foundation will likely decrease dramatically in the

coming months. There was also the case of Jovan Belcher, a beloved linebacker for the Kansas City Chiefs who got drunk one night, then turned a gun on his girlfriend and mother of his child before driving to the Chiefs' practice facility and shooting himself in front of his head coach and general

manager. The list goes on. There is Bobby Petrino, the acclaimed former Arkansas football head coach who was ousted after a motorcycle accident that he lied about because it also involved his mistress, the New Orleans Saints' bounty scandal, where it was discovered that players were being paid to injure opponents and even the Penn State child sex scandal, where Jerry Sandusky,

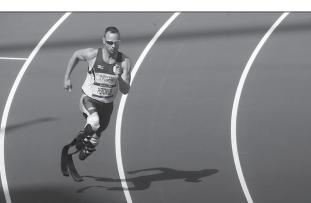


photo courtesy of Wikimedia Commons Sprinter Oscar Pistorius runs the 400-meter dash at the 2012 summer Olympic Games in London. Pistorius was charged with the pre-meditated murder of Reeva Steenkamp, his girlfriend, on Tuesday.

a once-beloved football coach and founder of The Second Mile, a charity for kids, was convicted on 45 counts of child sex abuse.

Ultimately, the morality amongst those in the spotlight for athletic achievement is seemingly deteriorating. Fewer and fewer athletes are truly positive role models in society. And even the few that are positive are still lambasted by the media. Just look at Tim Tebow, his life is put under a

microscope simply because he is a man of strong convictions. And now it seems he won't even be able to find a job this offseason.

As was said earlier, Pistorius will certainly get his day in court to prove his case. And if it is proven that he is not guilty of premeditated murder, then more power to him. But the fact remains, he did shoot his girlfriend to death because, in his own defense, he was paranoid.

The sports world is at a point where it is waiting for a shining light to come through and show the world what it means to not only be an incredible athlete, but an incredible role model as well. And hopefully, when that person arrives, he or she can stay out of trouble.

Sean Frve is a junior in journalism and mass communications. Please send comments to sports@kstatecollegian.com.

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Nominations are due to the Putting Students First Award Committee, c/o Dr. Carla Jones, 103 Holton Hall, no later than Monday, March 11, 2013, 5:00 PM. Email to Ihenders@ksu.edu.

Nomination form and information available at http://www.k-state.edu/stulifeprograms/ studentsfirst.htm

Call 785-532-7305 for questions.

the collegian page 4

wednesday, february 20, 2013

Community works to make Manhattan bike friendly

Most bicycles fall into one of seven categories. According to the National Bi-cycle Dealers Association, the most common bicycles

Mountain bikes - These bikes are designed for off-road use, but can be used on pavement, too. Some mountain bikes have built-in suspension, which can help when riding on extremely rough ground.

Road bikes - These bikes are built for speed, and are the best fit for riding on pavement. Narrow tires and drop bars help riders move quickly and easily.

Hybrid bikes - Hybrid bikes are a combination of a mountain bike and road bike. They feature narrower tires and higher gearing than traditional mountain bikes. The NBDA cites them as good for commuting.

Cruiser bikes - These bikes are one or multispeed bikes for casual

Juvenile bikes - These bikes are designed for children, and include many varieties such as one-speed cruisers, and multi-speed mountain bikes.

Comfort bikes - These bikes feature more upright riding positions, softer saddles and lower gearing, all designed to increase

Recumbent/tandem/ electric assist bikes -

These bikes are a small opening into the world of specialty bikes available today. Recumbent bikes allow people to recline and pedal. Tandem bicycles allow two riders to ride at once, and are typically used for enjoyment rather than transportation.



From right to left: Bart Grudzinski, Kyle Anibas and David Spencer, all graduate students in geography, prepare to go on a midday ride outside of the K-State Student Union during the bout of warm weather on Feb. 13.

Jena Sauber

Purchasing a bicycle means purchasing a method of trans-portation less expensive than driving a car, but faster than walking. Pedaling to work or class can do double duty by combining exercise and transportation, all while reducing carbon emis-

The City of Manhattan and several local businesses are currently working to encourage Manhattan residents to get on their bicycles.

Making Manhattan a more bike-friendly community is important for many reasons, said Danielle Vaughn, bike and pedestrian coordinator for the City of Manhattan.

"We live in such a small town, and there are already a lot of bike-accessible places in town," Vaughn said. "You see tons and tons of people driving cars for two or three miles. Riding a bike helps people to connect more with nature and people around According to *bikesbelong. org*, about 16 percent of Americans ride a bike. Of them, half reported that they "sometimes" ride a bike, although not necessarily within the past year. Only 1 percent of Americans report

With thousands of students riding on campus and in Manhattan, maintaining safe and appropriate roadways is important. Manhattan's Bicycle Advisory Committee works to improve the city's level of bike-friendli-

riding a bike on a daily basis.

"They have a five-year master plan," Vaughn said. "They are basically implementing more bike boulevards in Manhattan."

Bike boulevards are a new trend that city planners favor over traditional bike lanes, Vaughn said. "A lot of research shows that

putting in a bike lane doesn't increase biking, and it's expensive," Vaughn said. "Bike boulevards make people feel more safe and more likely to ride their bikes."

Making a regular street into a

bike boulevard includes implementing additional signage to warn drivers of riders, and marking distances to common destinations. Traffic features such as reduced speed limits and roundabouts are also common.

"The first one was finished last May on Moro Street," Vaughn said. "There will be more completed in the next few years."

Manhattan was named a 2012 Bicycle Friendly Community by the League of American Bicyclists. Manhattan received a bronze award, the first of four

levels, based on engineering, education, encouragement, enforcement, evaluation and planning of bicycle resources and opportunities. Manhattan, Lawrence and Shawnee, Kan., were the only communities in Kansas recognized by the organization



Walking, biking instead of driving offers significant health benefits



Every time I complained about walking to school when I was vounger, my parents would reiterate the age-old lament, "When I was your age, I walked five miles to school, in the snow, uphill both ways, with cardboard

shoes." I'm sure that many students have heard a variation of the same story.

I'm here to tell you that they were right. Not about the over-exaggerated fable of their youth, but that walking to school isn't that bad. In fact, it's quite good for you.

I'm going to suggest that you not only walk to school, but also to your friend's house, to the gas station Aggieville and to run errands in general. According to the U.S. Department of Transportation's 2010 National Bicycle and Walking Study, 72 percent of trips that are less

than three miles in length are made by vehicle. Ironically enough, most Americans drive when "running" errands.

A study by Gregg L. Furie published last December in the American Journal of Preventive Medicine, stated that only about 25 percent of Americans participate in active transportation. Active transportation is defined as human-powered transportation such as walking or biking.

These are the top three health benefits of choosing active transportation.

1. Maintaining your weight

The December 2012 study found that individuals who used any amount of active transportation weekly had lower body mass indexes and abdominal waist circumference than those who did not use any human-powered means of transportation.

Additionally, Canadian women between the ages of 50 and 70 vears old showed lower body fat and lower overall weight when they walked at least 10,000 steps per day, or about five miles. according to a December

by Kerry Grens.

2. Lowering odds of hypertension

According to the Mayo Clinic, hypertension affects nearly everyone eventually. Also known as high blood pressure, hypertension can affect someone for years without displaying any symptoms.

According to the December 2012 study, the odds of having hypertension were 24 percent lower in individuals with low active transportation, or less than 150 minutes of human-powered transpor-

tation weekly. Hypertension was 31 percent lower among individuals with high active transportation, defined as more than 150 minutes

Hypertension can lead to other serious complications. According to the National Heart, Lung and Blood Institute, high blood pressure can lead to coronary heart disease, stroke, kidney failure and other health problems. Approximately one in three adults in the U.S. suffer from high blood pressure.

WALK | pg. 6













wellness

wednesday, february 20, 2013

the collegian

\$5 not-so-footlong leads to speculation of false advertising

Joseph Wenberg staff writer

Do you ever find yourself craving a sandwich? Not an ordinary sandwich, but the most extravagant of sandwiches – the Subway "Footlong." A six-inch sub would taste great, but not quite satisfy your monumental hunger. For many, a footlong sandwich is the right size and taste to fill your needs. But is it really 12 inches long?

Last month, a New York Post article by Kaylee Osowski and Natalie O'Neill reported that many customers complained that Subway footlongs were a measly 11 inches, not quite measuring up to the advertised length of a foot. The journalists purchased seven footlongs at different Subways in the New York metro area to test out the theory. Four of the seven did not meet the advertised length of a foot. Now Subway is stuck in the midst of lawsuits claim-

ing false advertising.
"I think that the people

bringing the lawsuits have a basis for their complaints," said Katie Olsen, instructor of advertising. "The advertising industry is held to specific standards

"A foot is a universal measurement that is used to describe 12 inches. It's my opinion that the fact that they would trademark this word and say that it may or may not mean 12 inches is misleading."

> Katie Olsen instructor of advertising

by different organizations and government bodies – the Food and Drug Administration, the Federal Trade Commission the Federal Communications Commission – and because

they are putting messages out to the public like that, somebody needs to make sure they are not misleading the public or deceiving the public."

Since the story broke, Subway has pledged in a statebroke, ment to make sure its footlong sandwiches are actually 12 inches long. However, an ABC News article by Katie Kindelan reported that a comment posted by Subway on its Subway Australia Facebook page stated that the "Subway Footlong' is a registered trademark as a descriptive name for the sub sold in Subway Restaurants, and is not intended to be a measurement of length."

Customers have questioned the business' defense, pointing out that Subway cannot change the definition of a foot.

"A foot is a universal measurement that is used to describe 12 inches," Olsen said. "It's my opinion that the fact

FALSE | pg. 6



photo illustration by Marcella Brooks

Though human error may result in inconsistencies in sandwich size, consumers have filed lawsuits against Subway for falsely advertising the "footlong" as 12 inches when it is sometimes 11.

Curly hair creates unique challenges, requires extra time, care



Taneysha Howard

For women with naturally curly hair, the slightest rain shower can send their hair into a poofy mess or a rat's nest of frizzy curls.

When it comes to curly hair, certain rules and practic-es can help decrease frizz, help retain curl shape and improve overall hair health.

Cheria Cauley, senior in dietetics, has naturally curly hair, and said getting regular haircuts helps her control her curls.

"It's very important that I trim my hair," Cauley said.

For Cauley, regular trims get rid of damage and split ends, and help her curls keep their natural shape.

In an industry dedicated to helping curly-haired girls find hair-peace, Lorraine Massey's "Curly Girl: The Handbook" has coined terms such as "no-poo" and defined methods to save curly hair.

Massey's handbook recommends that women with curly hair detangle their hair with either their hands or a wide-tooth comb, because it encourages the curls to cluster together more than a brush does, a tip that Cauley said she follows.

According to the book, it is also better to untangle curly hair while it's wet because it helps the hair retain moisture and reduce frizz. Removing knots is also easier when hair is wet and more slippery.

Multiracial women can face unique problems with their curls, according to "Curly Girl: The Handbook." Although all curly hair needs extra moisture to prevent frizz and breakage, multiracial hair is even more prone to dryness, breakage and frizz than other curly hair types.

KeNeice Musgrove, junior in hotel and restaurant management, experiences the challenges of keeping curly hair moisturized and healthy on a

"Because I am multiracial, it is important to keep my hair moisturized. My hair gets dry fast," Musgrove said. "I have to keep my hair moisturized so that it stays soft and doesn't look

Moncherree Pollard, freshman in open option, also said that the key to maintaining her curly hair health is keeping it moisturized. Pollard uses products free from harsh chemicals, which can strip curly hair of much-needed moisture.

"Curly Girl: The Handbook" advises women with curly hair to use conditioners, organic products and products that contain ingredients that you can eat. Harsh chemicals, even some found in traditional shampoos and conditioners, can strip hair of necessary moisture.

According to Sally Beauty, many shampoos and conditioners contain sulfates, including the common foaming agents sodium laureth sulfate and sodium lauryl sulfate. They can cause moisture loss, which can lead to frizz, among other negative

consequences. Musgrove uses her own blend of yogurt, egg whites, honey and either organic olive oil or organic coconut oil. According to the Mother Nature Network, natural hair products such as egg whites and olive oil can help reduce frizz and remove product build-up, benefits for all hair types.

While curly hair can present unique problems, there is an entire industry dedicated to keep curls frizz-free, moisturized and pretty. Whether you use special hair-care products or a unique blend of kitchen ingredients, all it takes is a little extra time and dedication to get perfect and healthy curls.



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Do-it-yourself spa day can start in kitchen



People tend to underestimate the ability of common and cheap household items to take care of your skin. After all, how could something you can make for \$2 be better than something you buy for \$20?

Consumers spent \$33.3 billion on cosmetics and other beauty products in 2010, pouring money into products like moisturizer, toner, facial masks and scrubs, according to a 2011 article on *smartmoney.com* by Annamaria Andriotis. What most don't realize is that sitting just inside their kitchen are fast, organic, healthy and cheap alternatives for their beauty

Like many people, Chelsea Pitts, senior in interior design, has heard about home remedies, mentioning the familiar practice of placing cucumbers over your eyes to get rid of bags, but has never actually tried them.

Many ingredients found inside your home are natural moisturizers, such as extra-virgin olive oil. People often worry about putting olive oil on their face and their skin, believing it might clog pores and cause acne.

This typically isn't the case. Olive oil has been used as a moisturizer for centuries by ancient Greeks and ancient Egyptians. It is a good natural moisturizer for the face and draws blackheads out of your skin.

Many K-State students have home remedies to share. Raelynn Smith, freshman in theatre, uses sugar washes on her face and hands.

"It's really easy," Smith said, "just water and sugar. My skin feels really soft and smooth

Mixing honey or olive oil with sugar makes a sugar scrub more moisturizing. Combining a small amount of brown sugar with some olive oil and rubbing the mixture on your lips almost instantly heals chapped lips. Also, mix of moist oatmeal and honey or olive oil is an extremely gentle way to exfoliate and soften the skin.

Green tea, rice water and apple cider vinegar make quick and easy facial toners. Simply brew some green tea, put it in a bottle and keep it in your refrigerator. It's even easier with rice water; just cook some rice with extra water and keep the excess starchy water.

Üse green tea and rice water like you would regular water when washing your face or hands. To use apple cider vinegar as a toner that's good for acne, mix two parts water with

one part vinegar. Apple cider vinegar is also good to drink, as long as it is diluted. About one teaspoon per cup of water three times a day has been a folk remedy for multiple ailments, from arthritis to

ovarian cysts. While not much research has been done for these claims, there is promising research that suggests that drinking apple cider vinegar may also help with diabetes, cholesterol, cancer,

weight loss, blood pressure and heart health, according to webmd.com. Mengyang Fang, junior in apparel design, has had a lot of experience with home remedies, particularly masks. She is usually wary

expensive ones tend not to work well with her skin. She sometimes uses a cucumber mask. "I like to do the masks by myself," Fang said.

of store-bought products, as even the more

"It's very good for moisturizing." Egg whites also make good facial masks. "My mom used eggs to make her face appear younger. She would put it on her face while she was cooking," Fang said. "I would be like, 'What are you doing?' She said it was 'a

meal and a mask in one. All of these masks and treatments I have used myself, and I can vouch for their surprisingly effective results. The next time you think about spending your hard-earned cash on a new moisturizer or pack of facial masks, remember that you can just as easily make your own for much cheaper at home.

Cara Hillstock is a sophomore in English. Please send comments to edge@kstatecollegian.com.

Graphic novel mixes history, science fiction

The Manhattan Projects, Vol 1: Science Bad

**** Graphic novel review by

Tyler Brown

The creation of the atomic bomb was perhaps one of the greatest and worst steps humanity has ever taken. But what if The Manhattan Project was really just a cover for other, more unusual projects that the U.S. was researching? This is the question writer Jonathan Hickman and artist Nick Pitarra look to

answer in "The Manhattan Projects,

Vol. 1: Science Bad."

As the story is rooted in history, the cast of characters are all based on real people. Major General Leslie Groves is still in charge of the operation, but that's probably the most "normal" portrayal you're bound to get. J. Robert Oppenheimer is now split between twin brothers Robert and Joseph — the latter leaning more toward the

psychotic side. Albert Einstein spends most of his time locked in a room, entranced by a mysterious, monolithic door that comes from his dreams. Enrico Fermi is no longer human. Harry Daghlian did not die of radiation exposure, but instead lives as an irradiated skeletal being. And finally, a posthumous FDR lives on as the first artificial intelligence.

Of course, the world these historical figures live in is just as odd. Japanese robots attack the base regularly, coming through portals powered by Death Buddhists. As the series goes on and things get weirder, alternate dimensions and intergalactic warfare become topics of interest toward the end of the

If there's one thing that should be said about Hickman, it's that he is a master at plotting stories. From his work at Marvel on "Secret Warriors" and "Fantastic Four," to this Image Comics series, the man knows how to balance every spinning plate he introduces while keeping the momentum of the story going. Each chapter focuses on a different character, revealing interesting, sometimes dastardly, details that only they and the readers know

The other side of the story-telling coin is Nick Pitarra. His scratchy, cartoonish style brings a unique look to any title he works on. The subtlety of his lines brings an incredible amount of detail to the



page, while making the happenings of the story much more creepy and unsettling.

There's no other way to say it: "The Manhattan Projects" is smart, insane fun. Hickman and Pitarra have taken a science-fiction sledge hammer to the history books to produce an incredibly entertaining

courtesy photo and enthralling story filled with diabolical developments that will keep readers hooked. It's big, bombastic and a thrill to read, earning 5 out of

Tyler Brown is a December 2012 graduate of K-State. Please send comments to edge@kstatecollegian.com.

FALSE | Advertisements with ruler deemed misleading

Continued from page 5

that they would trademark this word and say that it may or may not mean 12 inches is misleading. By trademarking it, they should take that seriously and try to adhere by what the common person understands as a foot for their sandwiches."

Ryan Kearney, K-State alum and Manhattan resident, decided to test the 11-inch theory at the Subway restaurant located in the K-State Student Union. It turned out that the sandwich he ordered was indeed 12 inches long.

"I think the sandwiches should be close to 12 inches if that's what they're expecting," Kearney said. "Especially since it says six inches for some sandwiches, that specifically says how long it is. You can say a 'whole' sandwich at some other places, but if you're going to say a 'footlong,' it should be 12 inches.'

Not every sandwich may be created equal (or Subway may have cleaned up its act after the attacks from people across the globe), but one of the most curious aspects of this advertising scheme is a specific element of the franchise's TV advertisements. Some of Subway's earlier advertisements for the \$5 footlong portray what appears to be a ruler and hands, insinuating that the length of the sandwich is 12 inches.

They need to be very clear in their advertising and campaigns when it comes to the 11-inch thing because people associate a foot as being 12 inches – and nothing is more deceiving than showing the ruler with the hands, said Tyler Goevert, junior in psychology. "If they do that, they should say that a foot is being determined by Subway to be 11 inches of sand-

There is a lot of publicity surrounding Subway right now, and it does not necessarily bode well for the brand, Olsen said.

"We're all talking about it," Olsen said. "It's created this buzz around Subway which is not good for them. They've trademarked this term 'footlong,' and motioning with the hands in the distance of a foot in a commercial is just reinforcing the idea that their use of the term 'footlong' represents what we know as 12 inches. So, if they're going to assume that that is 9, 10 or 11 inches, then that is misleading."

WALK | Biking saves money, can improve mental health

Continued from page 4

3. Improving mood

That's right, walking can actually improve your mood. Michael C. Miller, member of the department of psychiatry at Beth Israel Deaconess Medical Center, likens the mood-boosting effects of daily exercise to taking anti-depressants, according to a May 2012 article by Michael Lasalandra. Miller said that images of the brain taken before and after exercise shows improvement in areas of the brain responsible for regulating mood.

According to the article, research shows that the mood benefits of regular, modest exercise can be attributed to the fact that "regular exercise increases blood and energy flow to the brain, improving mental acuity.

While many of these benefits are also the result of physical activity in general, walking is an easy aerobic activity to include in your daily routine. Sometimes finding motivation or time to work out at the gym may be difficult, but by choosing to walk to class rather than drive, students can make significant progress toward the moderate physical activity recommendation of 150 minutes

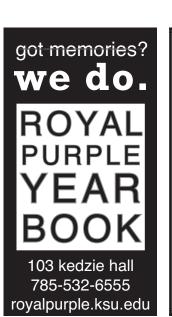
Walking is a low-impact form of exercise that is accessible to just



Parker Robb | Collegian

Yong Kyu Lee, sophomore in interior design, pumps air into his tires and tunes his bike at the bicycle repair station outside of the K-State Student Union on Friday afternoon.

about everybody. Plus, not having to find a parking space on campus or pay for gas and parking fees can help save time and money. Kelsey McClelland is a senior in journalism and mass communications. Please send comments to edge@kstatecollegian.com.



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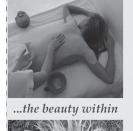








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LECTURE | Students help fight hunger locally

Continued from page 1

Hunger Dialogue, an event McNary developed and organized, was held earlier in the afternoon, with several different organizations represented.

April Mason, K-State provost, listed the United Way, the Breadbasket, the AARP and a number of churches and soup kitchens as some of the groups in atten-

"We talked about 'What can we do?' We talked about what the big issues are and how we can address them," Mason

McNary said he was happy to see the result of the day's events.

"A hunger dialogue is just a conversation to bring people together," McNary said. "The Kansas Hunger Dialogue brings different schools together, but the one K-State held today brought the community together."

Mason, who had previously worked with McNary, had a hand in bringing him to Manhattan on Tuesday. "This Kansas Hunger Dialogue

wouldn't exist without April," McNary Gonzales said she thought the food

packaging event and the lecture paired well together.

"I thought it was really interesting," Gonzales said. "We don't really think about the global issues sometimes, but it's good that we are helping locally."

The Lou Douglas Lecture is held annually to focus on issues of social justice, human rights, world peace and international development. McNary stayed after his speech to speak with audience members and share more of his personal stories. One question he answered was about the little girl he met who first gave him the drive to end world hunger.

The little girl is all grown up, and going to school. She's a beautiful girl," McNary said.

In closing, McNary told the audience what they could do to make a difference

"There are various organizations who could use volunteers, and students can take it upon themselves to do research projects to learn and educate," McNary said. "I believe our number-one goal has to be the restoration of human dignity."

NEW HOME FINDER

City commission: Feb. 19

Sean Frye

A plan to implement a daycare program at Sunset Zoo was approved by a 3-1 vote at Tuesday's Manhattan City Commission meeting. The daycare program will now go into further development and is expected to launch in August or September, according to zoo officials.

At the City Commission meeting, Scott Shoemaker, director of the Sunset Zoo, presented the daycare program to four commissioners, with John Matta being absent from the

meeting due to a business trip to Orlando, Fla.

According to Shoemaker, the program will be nature-based and will be of average cost to parents.

"The program is designed to encourage young folks to become engaged with nature and through that engagement gain an appreciation for their environment," Shoemaker said.



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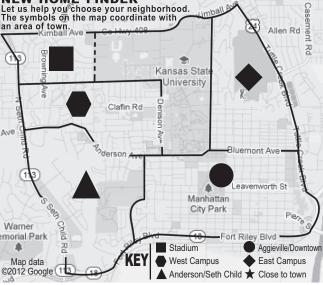
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310 110Help Wanted

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Equal Opportunity Em-

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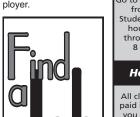
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Business Opportunities THE COLLEGIAN cannot verify the financial

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Engineering students capture highest-paying jobs around nation

Elizabeth Hughes

staff writer

Students looking for a college degree that will earn them a lucrative job upon graduation might want to consider engineering. According to a survey from the National Association of Colleges and Employment, six of the top 10 majors with the highest starting salaries for college graduates are forms of engineering.

Computer engineering took the top spot with a starting salary of \$70,400, followed by chemical engineering at \$66,400, computer science at \$64,400 and aerospace/ aeronautical/astronautical engineering rounding out the top four with \$64,000. Various degrees with computers, engineering and finance rounded out the top 10.

Gary Clark, senior associate dean in the College of Engineering, noted that throughout history, engineers have consistently earned high-paying salaries. He said the rise in demand and an evolving society are the reasons behind such impres-

sive wages. "It's a very technical and challenging degree," Clark said. "It's not for everybody, just like there's other fields that aren't for everybody. There's an incredible demand [for engineers] and it's soon to outstrip the supply. We need students who have an interest. The first couple of semesters are very intense with math and science, but we have support programs to help them. It's hard at first absolutely, but the rewards are

Clark said K-State and engineering departments across the nation are unable to fill the rapidly-growing demand, so companies offer higher salaries to attract more and better-qualified potential employees. The ever-changing world of technology can be credited with the demand.

"The amount of technology that's in our world today is amazing," he said. "It takes engineers and computer scientists who can design and develop those kind of systems. We're trying to become more energy efficient and it's taking people with that technical background to figure it out. Every sector of our society has engineering and technology built into it, and it's going to need those highly-skilled people to take those systems to the next level and make sure they're re-

Kerri Day Keller, director of Career and Employment Services, said K-State is encouraging students to consider careers in science, technology, engineering and math, or S.T.E.M. She said research opportunities with K-State's 2025 initiative and CES employer outreach programs illustrate K-State's commitment to preparing students for a successful future.

"It is pretty consistent that some of the more technically-skilled graduates are coming out with higher salaries than some other majors," Keller said. "I would say some of that has to do with the demand in those industries, and some of it has to do with the lack of supply. I guess I would also say most of the students in majors like engineering go into for-profit companies that tend to offer higher salaries."

There is hope, however, for liberal arts majors. Keller noted the importance of finding the right balance of skills, no matter what degree one

"I think no matter what kind of major you choose, you need to be able to show you have a broad range of skills," she said. "A comfort with what's not your area of expertise, and be able to adapt in the current job

Kristen Svec, sophomore chemical engineering, said both her classes and the opportunities available for women in engineering made it the right fit. However, she said the major has not been with-

out challenges.
"The undergrad is very intense and very specialized, so you sacrifice a lot to get the degree," Svec said. "A lot of people don't stick through it all, and I think that's why it's in such high demand. By the time graduation comes around, there's usually like 35 or 40 in a chemical engineering class. I've just always been so interested in math and science that I just look at the income as an added perk."

Clark, like Svec, said that salary is not the sole motivator for students pursuing engineering degrees.

"I think salary is a component of it, but we've always had a strong program of engineering and a strong number of students who are interested," Clark said. "The majority of them are here because it's what they love to do, and happens to also have a strong job market. If your goal with going to college is to have a job when you're finished, then this is a good way to go. If you have that skill set, there are jobs and they

Keller reported that K-State has some form of just about every major on the NACE list of top-10 degrees, in addition to the hundreds of other majors offered by the university. Although they may not be as financially rewarding, they certainly can be fulfilling.

"I think there's very much an interest by K-State to help students be successful in their future careers," Keller said. "We also know that being successful does not mean the same thing for all students. Being successful for some students does mean a higher-than-average salary, but salaries and earnings are only one part of that success formula."





Cody Handrick, senior, Niles, Michigan, snuggles up to "Flynn" to keep warm during the Equestrian Team's meet with Baylor in October. Photo by Allen Eyestone • Collegian Media Group



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